

WAYNE DEFORREST

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Madison, WI 53719

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EXPERIENCE

SENIOR ENGINEER

Wisconsin Energy Conservation Corporation

FEBRUARY 2002 TO PRESENT

Madison, Wisconsin

The Senior Engineer provides energy industry consulting services and leads research, analysis, and economic modeling for the strategic development of initiatives in the statewide Wisconsin Focus on Energy program. Consulting services provided include pricing of energy services, cost-of-service studies, planning studies, technical research, and economic analysis of costs and benefits of energy efficiency and demand response. This position also provides expert testimony on energy industry issues.

INDEPENDENT CONSULTANT

Identify & Design

JULY 1996 TO 2002

Madison, Wisconsin

This position provided analysis and expert advice on energy related products and energy industry issues. Consulting services were provided on creating customer interest in energy related products and on competitive strategies relative to energy utility competition. Research and analysis was completed for a report on the potential for benefits to customers from energy industry restructuring. Other studies completed for clients in Canada and Hawaii include: 1) Analysis of alternatives for peak day supply; 2) the potential to market unsubsidized products and services in an increasingly competitive market, and 3) economic assessment of technology alternatives. This position involved providing expert testimony and participating as a consultant in electric and gas industry proceedings before regulatory Commissions on energy efficiency, load management, cost-of-service and rate design. Engineering design and detailed plans were completed as a registered professional engineer for individual businesses.

DIRECTOR, DEMAND-SIDE DEVELOPMENT AND ANALYSIS

Wisconsin Energy Conservation Corporation

YEARS EMPLOYED 1990 -96

Madison, Wisconsin

This position involved analyzing costs, pricing and marketing of energy and energy related products. Expert testimony was provided on electric rate design, cost-of-service studies, and long range electric utility planning. Economic analysis was performed to compare projected revenues or value of potential products or services to the cost of delivery including cost projections of impact on current and planned sources of gas supply or electric generation (or purchase of electric generation). This position required extensive use of computer skills involving spreadsheet, database, and statistical computer software to evaluate technical and economic issues. Consulting services were provided relative to new or evolving energy industry issues along with innovative solutions for clients ranging from collaboratives involving very large utilities (such as Commonwealth Edison) to regulatory Commissions, municipal and cooperative utilities. An example of an innovative product development was the Power Control program for Madison Gas and Electric where I developed the idea, designed the approach, assisted in implementation, and statistically evaluated the results of implementation. The Power Control program gained tremendous customer acceptance of unlimited interruption of residential air conditioner to reduce Madison Gas and Electric's costs during peak times.

ENGINEER

Public Service Commission of Wisconsin

YEARS EMPLOYED 1977 -90
Madison, Wisconsin

This position involved routinely testifying on pricing of energy using cost-of-services in proceedings before the Public Service Commission of Wisconsin. As lead worker on rate issues, this position was responsible for developing procedures and policies to be used by other staff along with developing computer programs to automate cost-of-service studies and electric rate design. The electric cost of generation was analyzed to develop electric buy-back rates and compare costs of alternatives in long-range electric planning proceedings. The cost of purchased gas was analyzed to regulate utility purchased gas rate adjustments. This position also lead commission staff on implementation of PURPA (Public Utility Regulatory Act) on avoided costs and customer owned generation, intervention before the Federal Energy Regulatory Commission, and regulation of utility services to reduce customer costs through energy efficiency and load management.

A REGISTERED PROFESSIONAL ENGINEER IN WISCONSIN

EDUCATION

M.S. IN MECHANICAL ENGINEERING, 1976
Colorado State University

Fort Collins, Colorado

B.S. IN MATHEMATICS, 1973
Colorado State University

Fort Collins, Colorado